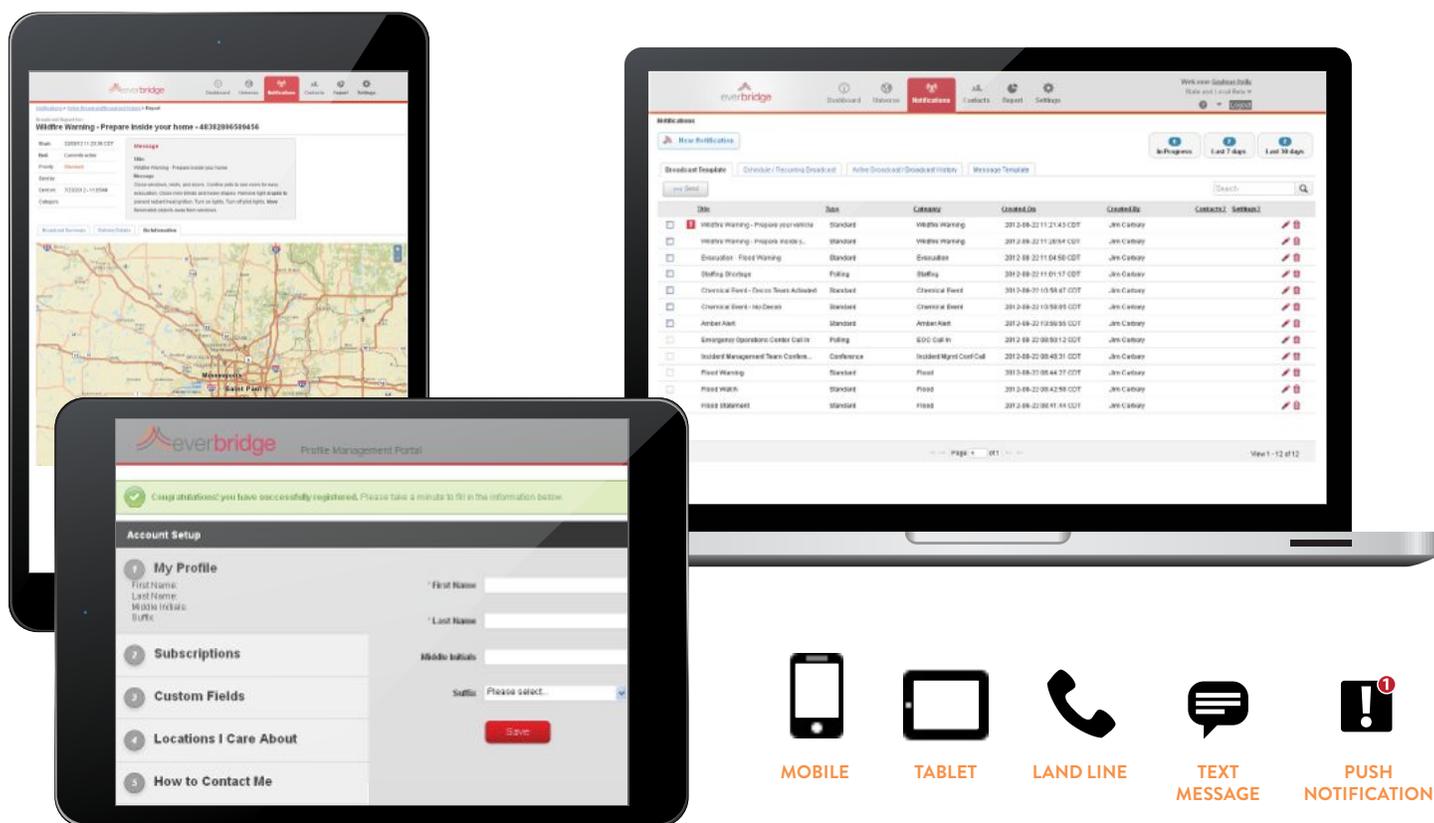




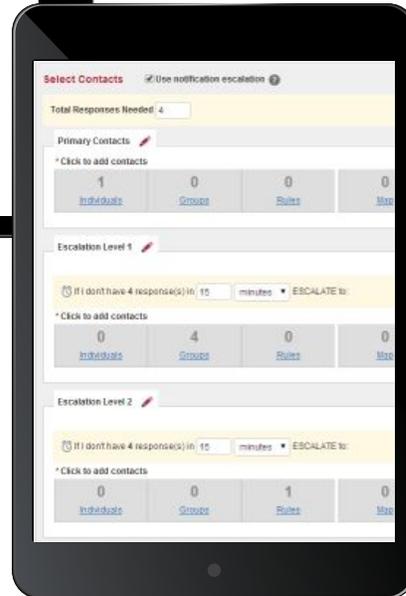
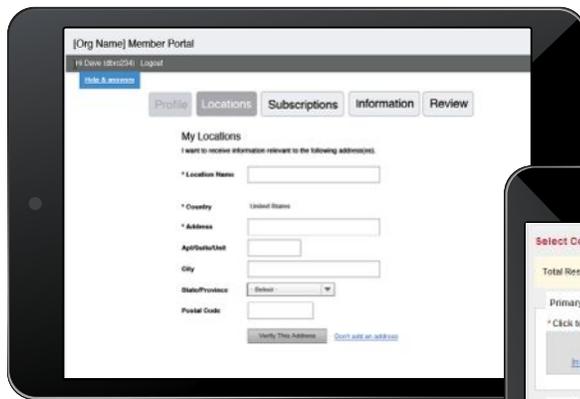
MASS NOTIFICATION



OVERVIEW

Everbridge Mass Notification enables organizations to send notifications via 25+ contact paths to individuals or groups using lists, locations, and visual intelligence. This comprehensive notification solution keeps your contacts informed before, during and after all events operational incidents, and emergencies. Everbridge Mass Notification features robust analytics, GIS capabilities, and flexible contact management. In addition, customers with global contacts can leverage a single access point to notify contacts and manage contact data across multiple distributed data stores — a unique “globally local” approach.

- + Only one page notification process and one click sending
- + Only integrated GIS mapping with unified contact data
- + Only mobile management app with integrated GIS targeting
- + Only dedicated mobile recipient application with two-way communication



ANTICIPATE, TARGET, COMMUNICATE

- + Target the individual and not the device for intelligent, personalized message delivery.
- + Escalate notifications to ensure that the next person or group is notified if the first person or group doesn't respond.
- + Broadcast messages to virtually any communications device, with support for over 25 contact paths, including desktop alerts.
- + Build events for one-click sending during incidents. Set up notification templates with predetermined contact lists and pre-defined messages for faster communications in a crisis.
- + Resend notifications to recipients or send follow up messages to all or a sub-set of recipients for tracking within the same incident or event.
- + Configure rules based on your infrastructure's capacity with flexible call-throttling capabilities.
- + Segregate your management and operating structure into multiple notification environments. Separating by geography, department/function, country or other criteria provides maximum security and flexibility.
- + Automatically publish notifications to public websites, Intranets, internal systems, and social media.

GEO-INTELLIGENT TOOLS

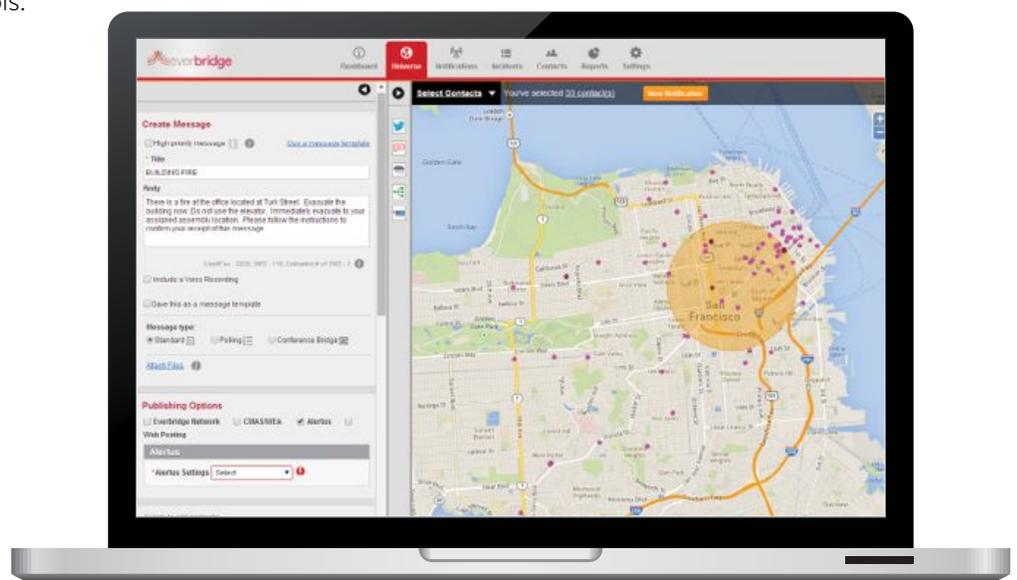
- + Send messages to recipients in a specific geographic region (zip code, street address, radius from a specific point, or other attribute) with GIS-based message targeting.
- + Specify targeted contact locations with user-friendly drawing tools, or even upload shape files from other applications for on-the-fly notifications.
- + Search for, view the locations of, and send alerts to specific contact types, including functional needs populations, fire districts, alert type subscribers, and more.
- + Use PrecisionGIS to upload and manage custom geo-coded contact addresses and also integrate custom maps for message targeting
- + Load, geo-code, and manage contact data within a single interface and in real-time.
- + Exclude specific contacts from targeted messaging, based on defined attributes, including location.

SIMPLE, INTUITIVE USER EXPERIENCE

- + Manage settings, limits, and defaults through a comprehensive and user-friendly administrator interface.
- + Import, organize and categorize contact data in a way that is meaningful to your organization.
- + Easily automated bulk, partial and full updates utilizing a secure, industry standard method for data transfer.
- + Define role-based access controls for managing separate user and contact data.
- + Easily notify contacts and/or manage contact data across multiple distributed data stores and groups from a single access point.
- + Include multiple groups and custom fields from internal systems to help with message targeting.
- + Set opt-in portals to either publicly available or private (invitation only) and allow contacts to opt-in, update, and manage their accounts - including contact information, locations they care about, alert preferences and more- through branded, customizable web-based portals.
- + Support accessibility guidelines - public and private portals are Section 508 compliant and include field-level view/read/write access controls.

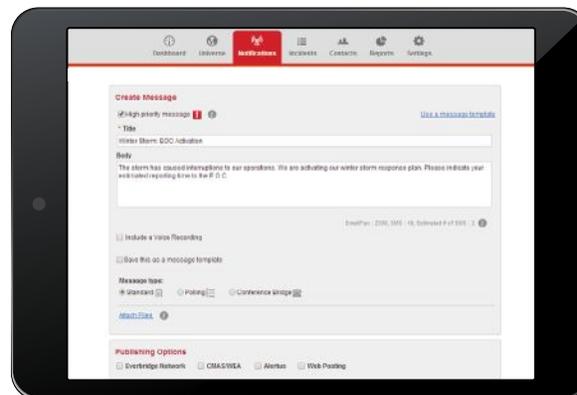
GLOBAL READY

- + Personalize your reach to a global audience by broadcasting messages globally, in any language.
- + Truly localize communication with multilingual text-to-speech support.
- + Increase delivery success for notifications with local and regional routing.
- + Send notifications with customized caller ID's so that the number is local and familiar to the call recipient.
- + Store your data locally and securely in your country of preference and comply with the regulatory requirements of that locale.
- + Access, notify, and manage contacts stored in multiple, distributed data stores through a unified access point, making the location of data seamless to the user.
- + Meet the highest standards for regulatory requirements and handling of personally identifiable information worldwide, including encryption of data at rest, if needed.



REPORT, ANALYZE, UNDERSTAND

- + Measure your communication program's effectiveness and continually improve its efficiency with robust analytics and reporting capabilities.
- + Make quick changes and improve results with powerful, accurate incident analyses in real-time.
- + Launch frequently requested reports on-the-fly with Quick Reports.
- + Provide summary and detailed notification analysis (DNA) reports for better after-action reviews, continuous improvements, and regulatory compliance.
- + Easily enhance exported reports with off-line creation of pivot tables and cross-referencing.



ADVANCED MOBILITY AND CONNECTIVITY

- + Bring the power and security of the full desktop application to mobile devices everywhere, even under adverse network conditions.
- + Support multi-platform smart phones and tablets, including Apple® iOS and Android™ devices.
- + Benefit from reporting and analytics with a native interface designed for the operating system of the device.
- + Send notifications with a multiple-choice polling question with up to nine different responses.

THE ONLY END-TO-END PLATFORM

Planning: Everbridge is easy to set up, maintain, and organize, meaning that you're always ready for a quick, coordinated response. Everbridge ensures that the right messages get to the right people - with the most advanced opt-in portal on the market, streamlined integration with internal and external data sources, and simple group and contact management.

Assessment: When trouble strikes, you need rich insight, presented simply - so you can quickly assess potential impact and make an informed decision to avoid loss. Everbridge offers the only solution on the market that meets these demanding requirements, with the most advanced interactive dashboard in the industry.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.

Response: In critical situations, ease-of-use can mean the difference between an effective response and a mistake that carries serious consequences. Everbridge is engineered to be simple to use under pressure, with a user interface that accelerates time-to-message and reduces the likelihood of errors.

Delivery: Even during large-scale disruptions, Everbridge stays on. The most advanced platform in the industry ensures that you reach your contacts - every time. And with worldwide coverage and capabilities, including globally local calling infrastructure and data storage, we're ready to support you wherever your people are in the world.

